

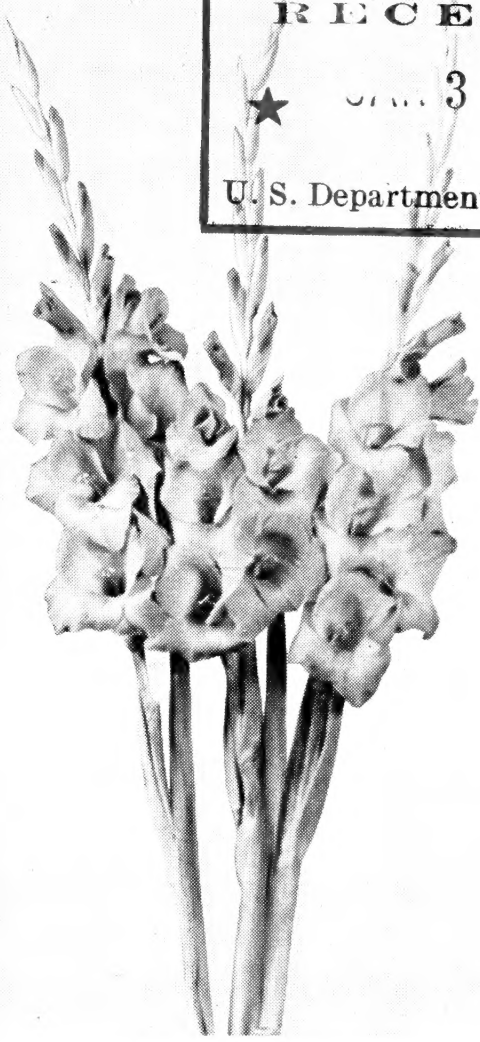
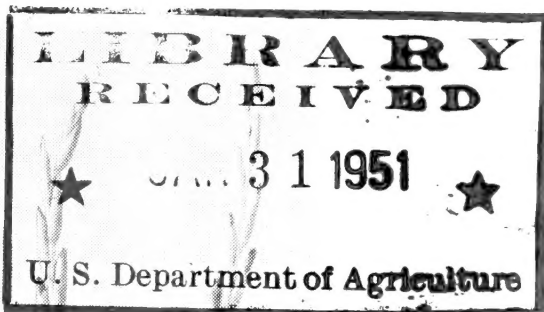
## **Historic, Archive Document**

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DARK MELODY

1951 GLADS FOR YOU

FROM

*Roger Arnett*

AND HIS

*Friendly Glad Gardens*

COLUMBUS, INDIANA

## **Greetings to all our customers and friends:**

**TO YOU**—It is a great pleasure to present you with our 1951 Gladliterature.

Again as in 1950, you will find all statements to be the ultra of frankness.

## **A FRIENDLY CHALLENGE**

If you hear of, and find, any introducer who gives a more frankly honest opinion of his own varieties, please send me his catalog. I will give, absolutely FREE, one hundred dollars worth of my originations to the first person who sends me such a catalog.

## **Your Protection—THE BIG 1951 NEWS**

Up to now, ever since the gladiolus business began over 100 years ago, the public has not had a fool proof method whereby it could spend its dollars and know it was getting its money's worth. As a result, millions of dollars have been wasted on highly advertised new varieties which did not do well in the buyers' gardens. The problem has been attacked from many angles, but until now no fool proof answer has been found which gives absolute protection to the purchaser.

**Herewith is the Offer You Have Been Waiting For.** Here is the protection you have sought. This is a bold step forward in Gladiolus history; yet it is very simple and effective.

## **MONEY BACK GUARANTEE**

Yes, that is right: *our money back guarantee to protect you.* You buy any or all of our own 1950 or 1951 introductions. Grow them this summer under your own conditions. If for any reason (or no reason at all) you are not satisfied with them, let us know by letter before October 1, 1951. Then, when you dig the bulbs send the entire stock to us prepaid before November 1, 1951. We will immediately refund the *purchase price* of the bulbs plus the postage you spent in shipping them to us. This offer is good only to our customers in the United States. Also, it is only good for purchases of two hundred dollars or less per variety.

**For example:** If you buy \$150.00 each of Autumn Queen, Candlelight, and Deep Velvet, but decide not to keep Autumn Queen and Candlelight, you will have returned to you \$300.00 plus postage, if you notify us before October 1, 1951. This method applies to all buyers from the beginning amateur to the largest commercial grower.

Under no consideration can we return to you more than the purchase price plus the postage.

You, who have been raising glads for years, will readily see the advantage of this plan over all other plans for the purchasing of new varieties.

You, who are just starting on the great adventure of growing America's favorite flower, can buy the very latest styles in glads with complete assurance that if they don't do well in your own garden you won't be out a single penny.

Try this new plan; you will like it. We are going to have a heap of satisfaction next November 1, in returning good hard dollars to the skeptics of this brand new system. That is we'll return the money if they want it.

## ORDER EARLY

A word to the wise is sufficient. Stocks of our 1950 and 1951 introductions may not be large enough to fill all the orders received under this system. We will fill the orders in the sequence received as long as stocks, which we believe to be adequate having been set aside for this purpose, are available.

## 1951 RELEASES

**TWO** releases for this year, both have proved excellent commercials in Michigan and Indiana.

**EMBERS** — **Arnett** — **Class 490**. Parents—(IRS x P)<sub>1</sub> x Chance. Which means the mother came from an intensely ruffled seedling x Picardy; and the father might have been the milk man, or some other glad pollen. Papa didn't leave his name, we don't know him.

A gladiolus expert in Indiana said Embers should be put in class 490 for the simple reason that it is a Corona in a different color combination. To the florists it is a red, a new red that appeals to them above all others. Embers is not only different from Corona in color combination, it is extremely healthy in foliage and bulb.

**EMBERS** will get up to 50", but isn't the tallest glad in the field. It gives plenty of stem under its 25" flower head. It will produce up to 20 buds, not 30 or more as we have heard about, and it doesn't open more than 8 florets at a time.

**EMBERS** comes along early enough to get the high prices that early varieties command, but isn't the first variety to bloom in the garden. Embers likes to bloom from large bulbs, medium bulbs, small bulbs, and bulblets. The only spikes we had at show time were from bulblets—it is that early.



**EMBERS** has always been outstanding, but has never been a super-duper with us. Every year since its birth we have marked it excellent.

**EMBERS** is the best buy of all 1951 introductions in view of our great money back guarantee. You, when buying Embers, have plenty to gain and absolutely nothing to lose.

**RETAIL PRICES:**

Bulbs any size each . . .	<b>\$10.00</b>	Bulblets each . . . . .	<b>\$ 1.00</b>
10 . . . . .	<b>75.00</b>	10 . . . . .	<b>8.00</b>
		100 . . . . .	<b>60.00</b>

**DARK MELODY—Arnett—Class 462.** Parents (Joseph Haydn x Picardy) x Flaming Meteor. It isn't a smoky, it isn't a bright rose like Miss Wisconsin. Guess you would call it an old rose color. It is nearly the color of Buena Vista. It doesn't grow quite as tall as B.V., but usually reaches a little over 4 feet. Whereas B.V. is a hard propagator, Dark Melody is extremely easy in every way. It only opens six or seven florets at a time on its 20 bud spike. It doesn't compare with White Challenge for length of flower head, but will get up to 28" or a little more.

If you like the deep shades, here is one in dark rose that contrasts wonderfully with just about any light color you want to use.

On the other hand, if you go for the bright colors or the strictly florist colors of pink, lavender, and white, don't put your money on Dark Melody. Even if you don't think you will like it, and you still want to take a chance, remember it is *our* chance you are taking.

**PRICES:**

Any size bulb each . . .	<b>\$ 5.00</b>	Bulblets, 10 for . . . . .	<b>\$ 5.00</b>
10 . . . . .	<b>40.00</b>	100 . . . . .	<b>40.00</b>

**1950 RELEASES**

have the same money back guarantee as our 1951 introductions.

**AUTUMN QUEEN—416 Class—**Buff with lots of pink.

It isn't early; so don't plant it to bloom in June, July or August. It won't win any grand championships. However, it is a good cut flower in September and October, which was proven this summer by the fact that we couldn't begin to supply the demand for it from the Indianapolis wholesale market. As a result we are going to build our stock of it as rapidly as possible.

A limited amount of large bulbs and bulblets only have been set aside for sale this year.

**PRICES:**

Bulbs each . . . . .	<b>\$ 1.00</b>	Bulblets 10 for . . . . .	<b>\$ 1.00</b>
10 . . . . .	<b>8.00</b>	100 . . . . .	<b>8.00</b>
		1/2 pt. . . . .	<b>60.00</b>

### **CANDLELIGHT—410 Class.**

This has always been the first glad to bloom in our gardens. If it bloomed a week or more later, this glad wouldn't have been introduced. It has always brought the most money for us as a cut flower, probably because there aren't any other local glads to be had.

**CANDLELIGHT** never has more than 16 buds and only holds 5 florets open. It is a large light yellow. It likes to bloom from small bulbs and bulblets, but spikes won't take any prizes at a show. In no sense is this the long sought after "yellow Picardy," but this is your opportunity to have the first bloom of the season.

**CANDLELIGHT** will lengthen your cut flower season almost a week if you plant for early bloom. We don't know where you can spend \$200.00 on a variety with greater insurance than you can on Candlelight.

#### **PRICES:**

L each ...\$ 2.00	M each ..\$ 1.50	S each ...\$ 1.00
10 ..... 16.00	10 ..... 12.00	10 ..... 8.00
100 .....120.00	100 ..... 90.00	100 ..... 60.00

#### **Bulblets:**

10 .....\$ 2.00	100 .....\$16.00	½ pt. ..\$100.00
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### **DANCING FLAME—436 Class.**

Briefly, here is dear old Dr. Bennett with health of bulb that is absolutely tops. Placement is not perfect. Although it will bloom nicely from early until late, it will earn most money as an early cut flower. You see it blooms in about 70 days. It is large. It is tall. It is easy to cut spikes 4 feet long which are always straight and very easy to handle. It also likes to bloom from bulblets and makes spikes from them that are as big as come from bulbs of other varieties.

This is not a show glad, but it will make you lots of money if you are either in the bulb or cut flower business. We will be more than happy to return your money if Dancing Flame doesn't completely satisfy you.

#### **PRICES:**

L each ...\$ 1.00	M each ..\$ .75	S each ...\$ .50
10 ..... 8.00	10 ..... 6.00	10 .....\$ 4.00
100 ..... 60.00	100 ..... 45.00	100 .....\$30.00

#### **Bulblets:**

10 ..\$ 1.00	100 \$8.00	½ pt. \$50.00	1 qt. \$150.00
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### **DEEP VELVET—454 Class—Deep red.**

It surely isn't good as a late cut flower unless you plant about August 15. If you want something to contrast with light colors, you will welcome this one. The wholesalers in Indianapolis put us wise to its value as a florists' glad. You wouldn't expect florists to want this variety and some don't; however, most progressive shops value it.



**DEEP VELVET** will open only 6 florets at a time of its 17 bud spikes. Can't ever remember its crooking and won't average more than 48" in the field. Cuts a good spike and holds its head up after being cut the best of any glad I know.

**PRICES:**

L each ...\$ 2.00	M each ..\$ 1.50	S each ...\$ 1.00
10 ..... 16.00	10 ..... 12.00	10 ..... 8.00
100 .....120.00	100 ..... 90.00	100 ..... 60.00

**Bulblets:**

10 .....\$ 2.00	100 .....\$16.00	1/2 pt. ..\$100.00
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There you are my dear glad friends. That completes the list for the great

## **MONEY BACK GUARANTEE OF 1951**

Even if you don't order anything, a friendly letter or card from you telling what you think of this policy will be appreciated.

## **OUR MESSAGE TO NEW HYBRIDIZERS**

Next year this plan may be carried a little further. There are hundreds of you gladiolus growers who have done some hybridizing and have some excellent seedlings yet you are reluctant to introduce them. Why don't you let us introduce your best seedling next year under this plan? If you are interested, let us know and we will cooperate to protect both you and the buying public.

"Autumn Queen (2) you gave me were my favorites, tall every floret opened in water. I want more, don't forget. Dancing Flame OK."—*Julesburg, Colo.*

"CANDLELIGHT was the earliest glad I have ever bloomed. From bulbs planted on the same date it bloomed a week ahead of JUNE DAY, ROSE CHARM, FRIENDSHIP and other earlies. DEEP VELVET looked quite good to me. Nice color and a good spike. NANCY was very good again."—*Grand Rapids, Mich.*

"The Grand Champion of Midwest Show at Beatrice was from one of your Leading Lady bulbs. Also the tallest spikes which measured 70" was a Spotlight bulb from you." *Beatrice, Nebr.*

"The Gladiolus I received were wonderful, they are the best bulbs I have ever bought. I want to thank you for paying the postage, for such fast work filling the order so quick. that is the fastest service I ever had and I have sent for a lot of flowers from all over."—*Morrisville, Pa.*

"My glads have been just wonderful and I am so proud of them. There are so many varieties and they are all lovely. I have a bouquet of them on the mantle for over three weeks and there are a few more buds yet to bloom. They have really been wonderful and we have gotten such enjoyment from them."—*Florida.*

